OPEN HOUSE STANDARDS: TIPS and Tricks

This document outlines the combined open house hosting standards and training expectations. These standards ensure professionalism, consistency and effective lead generation

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PREPARATION BEFORE THE OPEN HOUSE

- Discuss with listing agent lead management and distribution of all leads obtained. This includes seller, buyer opportunities as well as represented parties that come to the open house.
- Review property disclosures, reports, and local area details (schools, parks, freeways, amenities, trails).
- Study comparable homes: at least 10 comps, visit/preview at least 3, and review pending/sold properties (know at least 3 recent sales, their price, and number of offers).
- Have market activity readily available: comparable active properties, recent sales, and 3-5 nearby properties. Know which homes are held open the same time as subject property.
- Print out comps and research materials to bring to the event.
- Locate city and HOA restrictions on signage if applicable.
- Use a minimum of 5-8 open house signs (aim for 8) placed strategically at major intersections (only one per intersection) and within the neighborhood. Place signs on the furthest corner visible from two directions to attract neighbors. Be sure to follow city ordinances and HOA rules!
- Dress professionally and bring business cards.
- Sign and return host agreement form before the event (If required by listing agent).

MARKETING AND ADVERTISING

- **Do not create personal marketing materials.** Use only approved flyers, brochures, and signs provided by the listing agent/team/office (Unless agreed to in writing with listing agent).
- Attach your business card to the provided flyers if desired.
- The listing team will advertise the open house on MLS and social media.

- Confirm with listing agent as to whether you may share the open house on your own social media (as a story or post), but always credit the listing team.
- It is standard that printed flyers are available at the property. You may attach your business card as you hand them to visitors. Please confirm details and standards with listing agent.

DAY OF THE OPEN HOUSE

Arrival and Setup:

- It is recommended to arrive 60 minutes early for sign placement and allow time to prepare and setup for the open house Typically you need at least 30 minutes to place all signs.
- Open blinds and curtains, turn on all lights, and play soft background music if possible. If the heat or AC needs to be turned on to promote comfort, be sure to turn it off before you leave. Or, check with the listing agent first.
- Minor cleaning if necessary (sweep entry, tuck away personal items like pet bowls, toilet lids down, dirty dishes in the sink- it happens!)
- Remove flyers from outside brochure boxes to encourage inside interaction.
- Do not leave valuables unattended. Stow in a corner or closet is ideal.
- Notify the listing team via text once ready.
- If property has pets such as a cat… be sure you know if cat can or cannot go outside!

Property Presentation:

- Ensure the property feels inviting and professional.
- Use only team-approved marketing material on display.

Guest Interaction:

- You are representing Keller Williams, the listing agent and most importantly the seller. This is something to take very seriously as you are in their home!
- Greet guests warmly and ask how they heard about the open house.
- Encourage visitors to tour freely, pointing out key features.
- Provide a sign-in sheet and request signing in. You cannot force someone to sign in but it is preferred. If they have an agent and don't want to sign in… ask who their agent is.

- For represented buyers, record the agent's name and contact details for follow-up.
- Maintain a positive attitude. Never speak negatively about the property, price, or sellers.
- Keep in mind the house may have security cameras and they may be listening!
- Take detailed notes on visitor groups, feedback, and objections. Using the notes app on your phone is recommended for ease of reporting later.

Professionalism and Goals:

- Aim to secure at least one follow-up appointment during the event.
- Always conclude conversations with specific next steps (not vague offers –this is how you grow your pipeline).
- Keep detailed notes on visitor groups, feedback, and objections.
- Discuss with listing agent lead management and distribution with leads obtained prior to hosting.

AFTER THE OPEN HOUSE

- Leave the property in the same or better condition (lights off, blinds closed, air conditioning/heater turned off, doors locked).
- Check all the doors and windows to confirm they are locked. Return keys to lock box.
- Collect all personal belongings and signage.
- Put flyers back in the brochure box and count how many are left to track distribution.
- Return borrowed riders/signs to the office by the next business day.
- Complete the open house report the same day to listing agent preferred standard is to report within 30 minutes of post open house so listing agent can update the seller.
- The report should include: number of groups, how they found the open house, agent-attended groups, serious buyers, visitor feedback, and any repeated comments or complaints (ie., smell, condition, price).
- Use detailed notes to complete reports accurately.

FOLLOW-UP

- Contact leads as soon as possible, preferably by the next morning at the latest.
- Prioritize being the first to connect with potential buyers, as they may attend multiple open houses.
- Use conversations and notes to schedule showings or future appointments.

SUMMARY

Hosting an open house requires preparation, professionalism, and proactive follow-up. By following these combined standards set forth as an open house certified agent by Keller Williams, you will provide consistent service, protect the agent and team brands, protect the seller and their home thereby maximizing your chances of converting open house visitors into future clients.

Example of Open House Report

Open House Report

Open House Date	**10-27-2024**
Full Property Address	123 Main Street, Anytown
Agent Hosting	Your Name
# of Groups	12
# of Flyers Taken	18 (10 left inside, 5 left outside)

Notes:

- **Group #1 (1:05 PM):** Young couple. Found the house on MLS. Loved the kitchen and natural light. They are pre-approved and very serious. **Lead: YES.** Scheduled a follow-up call for tomorrow to discuss next steps.
- **Group #2 (1:30 PM):** Family of four. Saw the signs. Currently live in the neighborhood and are looking for a larger home. Loved the backyard. Mentioned the carpet in the bedrooms felt dated. Took a flyer.
- **Group #3 (2:15 PM):** Represented by an agent. Agent's name: Jane Doe with Better Homes Realty, (555) 123-4567. Clients spent over 30 minutes and were measuring the living room. Very interested.
- **Group #4 (2:45 PM):** An older gentleman. Neighbor from down the street. Just looking. Said the home showed beautifully.
- **Groups #5-12:** Mix of neighbors, looky-loos, and a few potential buyers. Common positive feedback: love the open floor plan and updated bathrooms. Common concern: small lot size.

Leads to Enter? Yes (Group #1 contact info obtained)

Open House Report

Open House Date	**10-27-2024**
Full Property Address	456 Oak Avenue, Anytown
Agent Hosting	Your Name
# of Groups	6
# of Flyers Taken	8 (15 left inside, 10 left outside)

Notes:

- **Group #1 (1:15 PM):** Couple relocating from out of state. Found the open house on Zillow. They liked the home but felt the primary bedroom was too small for their needs. Not a strong lead.
- **Group #2 (2:00 PM):** Neighbors from around the corner. Thinking of selling their home next year and wanted to see the comp. Very impressed with the finish level. Took a flyer with my card attached. **Potential future listing lead.**
- **Group #3 (2:40 PM):** Single buyer. Drove by signs. Likes the area but is just starting their search. Not yet pre-approved.
- **Group #4 (3:10 PM):** Another neighbor. "Just curious."
- **Group #5 (3:30 PM):** Young investor. Asked about the roof age and foundation. Took notes on his phone. Said he would run the numbers.
- **Group #6 (3:55 PM):** Family friend of the seller. Stopped by to see the updates.

Leads to Enter? No (No strong buyer leads, but valuable neighbor contacts made)